

TO MAKE
YOUR HOUSE
A HOME...

# Fashions of Today

...adds Beauty and

Warmth . . .

**Economical to Use!** 

#### Chart for Estimating Single Rolls Needed for Any Room

Deduct 2 Single Rolls of Sidewall for Every 4 Openings

Size of Room	Single Rolls of Sidewall Necessary, According to Height of Room						Yards	Single Rolls of
	7 Feet	Feet	9 Feet	10 Feet	11 Feet	Feet	Border	Ceiling
8x 8	8	8	10	10	12	12	12	3
8x10 8x12	8	10	10 12	12	12	14	13	4
8x14	10	10 12	12	12	14	14	14 16	1
9x10	8	10	10	12	12	13	14	4
9x12	10	10	12	12	14	16	15	4
9x14	10	12	12	14	16	16	16	4
9x16	10	12	14	16	16	18	18	6
10x10	8	10	12	12	14	14	14	4
10x12 10x14	10	12	12	14	14	16	16	4
10x14	10	12 12	14	14 16	16 18	18 18	17 18	6
12x12	10	12	14	14	16	18	17	6
12×14	12	12	14	16	18	18	18	6
12x16	12	14	16	16	18	20	20	8
12×18	12	14	16	18	20	20	21	8
13×13	12	12	14	16	18	18	18	6
13×14	12	14	14	16	18	20	19	6
13x15 13x16	12	14	16 16	16	13 18	20	20	8
13x18	14	16	16	18 18	20	20	21	8
14x14	12	14	16	16	18	20	20	8
14x15	12	14	16	18	18	20	20	8
14x16	12	14	16	18	20	20	21	8
14x18	14	_14	16	18	20	22	23	8
15×15	12	14	16	18	20	20	21	8
15x16 15x18	14	16 16	16 13	18	20	20	22	8
15×20	14	16	18	20 20	22	22 24	23 24	10
16x16	14	14	16	18	20	22	22	10
16x18	14	16	18	20	22	24	24	10
16x20	16	18	20	22	24	26	25	12

If the chart shown here does not meet your requirements, take the distance in feet around the room, leaving out the doors and windows, multiply same by the height of ceiling which will give you the amount of square feet. Divide this amount by 30 square feet and you have the number of single rolls of side wall required.

For the ceiling requirements multiply the length of room in feet by the width and divide by 30 square feet.

Border required will be the number of yards around the room.

# YOU GET PLUS VALUES WITH THESE NEW WALLPAPERS

- **BUDGET PRICES**
- NEW DESIGNS . . . UP-TO-THE-MINUTE STYLING
- FULLY TRIMMED FOR EASY, DO-IT-YOURSELF HANGING
- PATTERNS COLOR-COORDINATED FOR ROOM-TO-ROOM HARMONY
- ALL WATERFAST
- ALL PLASTICIZED FOR SUPER DURABILITY

MAKE YOUR HOUSE A HOME
WITH WALLPAPER



# FROLIC - 364

Available in green and yellow No. 365

Washable — **Plasticized** — Sunfast. Superior quality — Wet strength stock. Fully trimmed.

A contemporary wallpaper which has been designed to go on the walls in any room of your home... from hall to bathroom to dining room. A fresh, crisp, young-at-heart background.

\$1.19 per single roll — Matching border 9c per yard



#### TIFFANY - 343

Available in white with green and gold No. 344

Washable — **Plasticized** — Sunfast.
Superior quality — Wet strength stock.
Fully trimmed.

Use this stately decoration to add a touch of the romantic to your room setting.

\$1.29 per single roll—Matching border 9c per yard

**ENOUGH WALL & BORDER FOR AVERAGE ROOM-ABOUT** 

\$14.34

The state of the s のないののできる G 60 05 のとのできる 60000 240000 \* 0 0 · 200 400 200 + 200 1 80 B. W 0 意事 さ 申 2 0 0 00000 0000 S. C. 200 to 600 0 200 v 00

# HOMESPUN - 347

Available in pink and green - 345, green and yellow - 346, lime - 348

Washable — **Plasticized** — Sunfast. Superior quality — Wet strength stock. Fully trimmed.

This versatile, texture-toned decoration, background in feeling, blends with furnishings to produce a room of character.

\$1.09 per single roll — Matching border 9c per yard



# CAPRICE - 362

Available in orange-361, aqua, blue and orchid-363

Washable — **Plasticized** — Sunfast. Superior quality — Wet strength stock. Fully trimmed.

This luxurious floral pattern will bring excitement to any room in your home. A perfect combination of practicality and beauty.

\$1.29 per single roll—Matching border 9c per yard



# ARABESQUE - 353

Available in green - 351, blue - 352

Washable — Plasticized — Sunfast. Superior quality — Wet strength stock. Fully trimmed.

A refreshing, graceful design in a dignified wall covering that portrays the best in good taste. Used with modern or traditional furnishings.

\$1.09 per single roll — Matching border 9c per yard



# ELDORADO - 336

Available on green ground with pink No. 335

Washable — **Plasticized** — Sunfast. Superior quality — Wet strength stock. Fully trimmed.

Fashion-right styling. Designed and colored to achieve up-to-the-minute smartness. Good taste that will not become dated.

\$1.09 per single roll — Matching border 9c per yard



#### STRIA - 327

Available in red, white and blue - 325 beige, red, green and yellow - 326

orchid, blue and green - 328 pink, yellow and lime - 329

Washable — **Plasticized** — Sunfast. Superior quality — Wet strength stock. Fully trimmed.

Right at home in either traditional or modern setting. This unusual, smart decoration will enhance your home with its grace and elegance.

\$1.09 per single roll — Matching border 9c per yard



#### AMERICANA - 324

Available in red, white and blue No. 323

Washable — Plasticized — Sunfast. Superior quality — Wet strength stock. Fully trimmed.

This charming, colonial pattern will go so many places. This cheery, colorful reminder of the past will lend warmth and charm wherever used.

\$1.09 per single roll — Matching border 9c per yard



# MARBLETEX - 359

Available in green - 356, lime - 357, ivory - 358, blue - 360

Washable — **Plasticized** — Sunfast. Superior quality — Wet strength stock. Fully trimmed.

A distinctive, new texture. A soft patterned background for tasteful decoration in your home.

79¢ per single roll — Matching border 9c per yard ENOUGH WALL & BORDER FOR AVERAGE ROOM — ABOUT \$9.34



# DYNASTY - 321

Available in gold on white No. 322

Washable — **Plasticized** — Sunfast. Superior quality — Wet strength stock. Fully trimmed.

The perfect touch of elegance in this pattern creates an atmosphere for gracious living.

98¢ per single roll—Matching border 9c per yard ENOUGH WALL & BORDER FOR AVERAGE ROOM ABOUT \$11.24



#### MANCHESTER - 355

Available in white with brown and yellow No. 354

Washable — **Plasticized** — Sunfast. Superior quality — Wet strength stock. Fully trimmed.

Let this lovely bouquet of color brighten your walls. A pleasing background for any room setting.

\$1.19 per single roll — Matching border 9c per yard



#### MIRAGE - 337

Available in orchid-338, yellow-339, pink-340

Washable — Plasticized — Sunfast. Superior quality — Wet strength stock. Fully trimmed.

A clever combination of design, texture and color in this interesting, semi-plain wallpaper. A wall decoration for any area of your home where you want color, warmth and character without bold design.

98¢ per single roll—Matching border 9c per yard ENOUGH WALL & BORDER FOR AVERAGE ROOM - ABOUT \$11.24



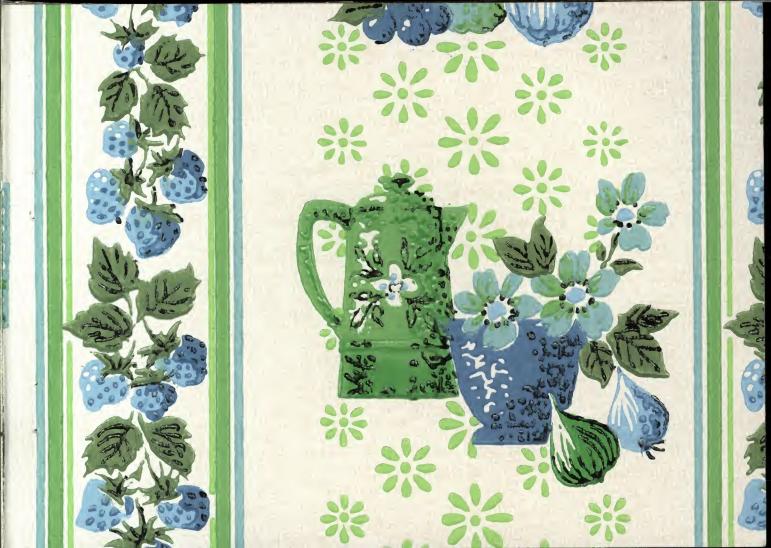
# SONATA - 349

Available in pink and green No. 350

Washable — *Plasticized* — Sunfast. Superior quality — Wet strength stock. Fully trimmed.

Decorative beauty is yours when you select this delightful pattern for your home.

\$1.19 per single roll — Matching border 9c per yard



# SHORT CAKE-318

Available in white with orange and yellow No. 317

Washable — **Plasticized** — Sunfast. Superior quality — Wet strength stock. Fully trimmed.

An eye-catching pattern that will win you wide acclaim. Colors here are selected to join those most used in tiles, floor coverings, kitchen and bathroom accessories.

79¢ per single roll — Matching border 9c per yard



#### ENCORE - 341

Available in green with pink No. 342

Washable — **Plasticized** — Sunfast. Superior quality — Wet strength stock. Fully trimmed.

For that extra touch of individuality. A cheerful, charming and delightful wallpaper.

per single roll—Matching border 9c per yard ENOUGH WALL & BORDER FOR AVERAGE ROOM - ABOUT \$11.24



# SPRING SONG-316

Available in beige with orange and green No. 315

Washable — **Plasticized** — Sunfast. Superior quality — Wet strength stock. Fully trimmed.

The soft delicate colors and appealing simplicity of this floral pattern will create a room of beauty and taste — a pattern that will bring real decorative interest to your walls.

98¢ per single roll—Matching border 9c per yard ENOUGH WALL & BORDER FOR AVERAGE ROOM - ABOUT \$11.24



# WOODBURY - 334

Available in white with green and yellow No. 333

Washable — **Plasticized** — Sunfast. Superior quality — Wet strength stock. Fully trimmed.

A quaint, wood background effect. This beautiful pattern in your kitchen, dinette or breakfast alcove will help you to achieve an interesting room.

per single roll — Matching border 9c per yard ENOUGH WALL & BORDER FOR AYERAGE ROOM - ABOUT \$10.34



# MELODY - 330

Available in yellow-331, blue-332

Washable — **Plasticized** — Sunfast. Superior quality — Wet strength stock. Fully trimmed.

You can use it so many different ways— so many different places, for that modern up-to-the-minute kitchen or bathroom, child's room, ceiling — you name it . . . it's versatile.

79¢ per single roll — Matching border 9c per yard ENOUGH WALL & BORDER FOR AYERAGE ROOM — ABOUT \$0 34



# CONTESSA TEXTURE - 309

Available in yellow-310, off white-311, beige-312

Washable — *Plasticized* — Sunfast. Superior quality — Wet strength stock. Fully trimmed.

The most handsome of the new semi-plains. Its antiqued effect gives you a quality far above the ordinary. A rich compliment for any furnishings.

per single roll — Matching border 9c per yard ENOUGH WALL & BORDER FOR AVERAGE ROOM - ABOUT \$10.34



# CONTESSA - 304

Available in gold No. 305

Washable — Plasticized — Sunfast. Superior quality — Wet strength stock. Fully trimmed.

This stylized leaf and floral pattern can be used with furnishings of any period. Subdued colors on a textured background. Plain effect available for use either in the same or adjoining rooms for that interior-decorator styled treatment.

per single roll — Matching border, 9c per yard ENOUGH WALL & BORDER FOR AVERAGE ROOM- ABOUT \$10.34



# CLASSIC - 306

Available in gold on white -307, white on white -308

Washable — **Plasticized** — Sunfast. Superior quality — Wet strength stock. Fully trimmed.

This wall decoration will especially compliment its companion in an adjoining area. Can be used independently in any room in the home.

per single roll — Matching border 9c per yard ENOUGH WALL & BORDER FOR AVERAGE ROOM - ABOUT \$10.34



# CORINTH - 319

Available in yellow and green No. 320

Washable — **Plasticized** — Sunfast. Superior quality — Wet strength stock. Fully trimmed.

Recommended for kitchens, dinettes, family rooms, halls – there's no end of uses for this design. A pattern that is sure to please every member of the family and your friends will envy your good taste.

per single roll — Matching border 9c per yard ENOUGH WALL & BORDER FOR AYERAGE ROOM - ABOUT \$10.34



## GEM - 313

Available in white with pink and green No. 314

Washable — **Plasticized** — Sunfast. Superior quality — Wet strength stock. Fully trimmed.

Small roses framed in petite loveliness. What a restful bedroom this would make! Especially appropriate for small upstairs or dorm rooms. Also good in halls or dinettes.

79¢ per single roll — Matching border 9c per yard
ENOUGH WALL & BORDER FOR AYERAGE ROOM — ABOUT \$0 34



# JAMBOREE - 300

Available in white with green and orange No. 301

Washable — **Plasticized** — Sunfast. Superior quality — Wet strength stock. Fully trimmed.

Cheerful. Charming. A new version of the traditional Chintz. A nondirectional floral, perfect for ceiling and sidewall decoration.

69¢ per single roll — Matching border 9c per yard

ENOUGH WALL & BORDER FOR AVERAGE ROOM - ABOUT \$8.34



# GOURMET - 302

Available in maize No. 303

Washable — **Plasticized** — Sunfast. Superior quality — Wet strength stock. Fully trimmed.

The perfect pattern for kitchens, breakfast nooks and dinettes. The colors have been selected to blend with the most popular colors in tiles and appliances. It will add cheerful color to any area in which it is used.

69¢ per single roll — Matching border 9c per yard

ENOUGH WALL & BORDER FOR AVERAGE ROOM — ABOUT \$8.34

# THESE Beautifully Designed Papers ARE FULLY TRIMMED FOR EASY HANGING . . . FOLLOW THESE SIMPLE DIRECTIONS



#### PREPARATION OF WALLS

Remove all old paper unless absolutely tight and unbroken. Repair old plaster and fill all holes and crocks with patching ploster. Sandpaper rough spots smooth; cover all new plaster with coat of good wall size.



#### HANGING CEILING

Hong ceiling first. Poperhonger begins at one corner of room, unfolding poper with one hand, guiding it with the other. Proceeding, he presses poper to ceiling with palm of hond, smoothing corefully with smoothing brush.



#### PASTING AND FOLDING

Cut paper in lengths slightly longer than room height or cailing width. Place paper pattern side down on table. Paste evenly, starting at one end and working toward center of strip. Fold pasted end to center avoiding crease—then paste other end.



#### HANGING SIDEWALL

Cut enough sidewall to reach underneath border, but not ceiling line. Next, match second length against first. Hang first strip at right of door or window, continuing around room. "butt" strip to match pattern.



#### TRIMMING SELVAGE

This wallpaper is fully trimmed ready to be hung.



#### 6 HANGING BORDER

Paperhanger cuts border into five or six-foot lengths for ease in hanging. Starts at corner, allows three or four-inch overlap on odjoining woll. Guides upper edge of border carefully, keeping close against ceiling; brushes smoothly on woll.

Important: On washable wallpapers, thoroughly sponge the entire sheet with plenty of water to remove all traces of paste.

The wall area in your home is the largest which you have to decorate. Choose these beautifully styled and colored designs with confidence. We take pride in presenting these papers to you at these exceptionally low prices.

### Presented By:

BULK RATE
U.S. POSTAGE
PAID
PERMIT 2640
KANSAS CITY, MO.

# YOUR FRIENDLY GAMBLE STORE

Earl Skaran, Owner Kasson, Minn.

SHOP FOR WALLPAPER IN OUR FURNITURE DEPT.

RURAL ROUTE LOCAL



BULK RATE
U.S. POSTAGE
PAID
PERMIT 2640
KANSAS CITY, MO.

ASSOCIATION FOR PRESERVATION TECHNOLOGY, INTERNATIONAL www.apti.org

BUILDING TECHNOLOGY HERITAGE LIBRARY

https://archive.org/details/buildingtechnologyheritagelibrary

From the collection of:

BOXHOLDER RURAL ROUTE LOCAL